

ID Size and Placement

According to state law, on written or printed political advertising, the sponsor's full name and address and the candidate's party affiliation must:

- appear on the first page of the communication in at least 10 point type, or
- for ads such as billboards or posters, appear in type at least 10% of the largest size type used in the ad, and
- not be screened or half-toned (i.e., not made lighter through some printing or photographic process), and
- be set apart from any other ad text.

The sponsor's full name and candidate's party preference must be clearly identified in radio and TV political ads.

Follow these size and placement standards for sponsor ID, Top 5 Contributors, and controlling individual/entity ID requirements in independent expenditure ads and electioneering communications.

Abbreviations

The following abbreviations may be used in advertising. PDC believes they clearly identify political party preference.

Communist—Com

Constitution—CP

Democrat—D, Dem, Demo

Independent or unaffiliated—Ind, Indep

Libertarian—L, LP, LBT, LBTP

Progressive—P, PP, Prog

Republican—R, GOP, Rep (Use the latter only when it could not erroneously imply the candidate is a State Representative.)

Socialist—Soc

Socialist Workers—Soc Workers, SWP

Official symbols or logos adopted by the state committee of the party may be used in lieu of other identification; a copy of the symbol or logo should be provided to PDC.

Independent Expenditure Advertising & Electioneering Communications

Political advertising that meets either set of criteria below must include more details about the sponsor(s):

- 1) the ad supports or opposes a candidate for state or local office;
- 2) the ad is paid for by someone other than a candidate, a candidate's committee or agent;
- 3) the sponsor does the advertising completely independently of any candidate supported in the ad (or the opponent of the candidate opposed), or a candidate's committee or agent;
- 4) the sponsor did not receive the candidate's encouragement or approval to do the ad; and
- 5) the ad costs at least \$900, or the cost of this ad when combined with the cost of earlier ads supporting or opposing the candidate total \$900 or more.

- A) clearly identifies at least one candidate for state, local, or judicial office;
- B) appears within 60 days of an election in the candidate's jurisdiction;
- C) is produced through radio, TV, postal mailing, billboard, newspaper, or periodical; and
- D) either alone, or in combination with other communications by the sponsor identifying the candidate, has a fair market value of \$1,000 or more.

If conditions 1-5 or A-D are met, the ad must contain the following:

FOR WRITTEN ADS –

"No candidate authorized this ad. It is paid for by (name, address, city, state)"

Further, if this type of ad is sponsored by a political committee required to file with the PDC, the following must also appear:

- "Top Five Contributors" followed by a list of the names of the five persons or entities making the largest contributions in excess of \$700 to the PAC during the 12 months before the ad runs. If a political committee keeps records necessary to track contributions according to the use intended by contributors, that committee may identify the top five contributors giving for that purpose; AND
- The full name of the individual or entity that established or directly maintains or controls the sponsoring committee (or indirectly maintains or controls the sponsoring committee through the formation of one or more political committees).

Recommended format:

No candidate authorized this ad. It is paid for by The Committee for Good Government (Gotham City Merchants Assn.) Top Five Contributors:

Bona fide political parties must include a standard sponsor ID (*Paid for by* with name & address), but not a special notice to voters or their Top 5 contributors on written independent ads & electioneering comm.

FOR RADIO, TV, AND TELEPHONE ADS –

The following statement must be clearly spoken, or for TV advertisements, appear in print and be visible for at least four seconds, appear in letters greater than 4% of the visual screen height, and have a reasonable color contrast with the background: "No candidate authorized this ad. Paid for by (name, city, state)." The Top 5 contributor names, as discussed under "written advertisements," are necessary if the ad is sponsored by a political committee required to file with the PDC. The top 5 contributor names are also required for telephone transmissions.

Bona fide political parties are required to include the Notice to Voters statement in radio or TV ads that they sponsor, but not the Top 5 contributors.

Independent expenditure advertising in the form of yard signs, bumper stickers, skywriting or other items exempt from sponsor ID (as discussed on the reverse), is also exempt from the Notice to Voters, Top Five Contributors, and controlling individual/entity ID requirements.

REPORTING:

ELECTIONEERING COMMUNICATIONS –

Anyone that sponsors an advertisement that meets all conditions A-D must file electioneering communication reports (Form C-6) within 24 hours.

INDEPENDENT EXPENDITURES –

Anyone (except a committee already filing with PDC) that spends \$100 or more supporting or opposing a candidate or ballot measure—and the expenditures are not made in conjunction with a candidate or ballot issue committee—must file independent expenditure reports (Form C-6). All sponsors of last minute independent expenditure political ads valued at \$1,000 or more presented to the public within 21 days of an election must report within 24 hours.

Any business, union, association or other entity that makes independent expenditures totaling over \$800 in a calendar year supporting or opposing state office candidates and statewide ballot measures must also file PDC Form C-7 (unless the entity reports the expenditures as a political committee or lobbyist employer).

Political Advertising



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"Political Advertising" includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support in any election campaign.

General Requirements:

Sponsor ID: Written ads must identify the sponsor's name and address unless exempt.* Political committees must include contributor names for certain ads – see “What’s Needed” section and the reverse side of this brochure.

Exempt From Sponsor ID: Yard signs (8' x 4' or smaller) and some other items are exempt. See list at far right.

Broadcast Ads: The sponsor's full name and any party preference must be clearly spoken in radio & TV ads. The address is not required..*

Party Preference: All forms of advertising must clearly state a candidate's party preference if the candidate is seeking partisan office. This requirement applies regardless of whether the ad is sponsored by the candidate or someone else.

Size and Placement: See back side of brochure for size and placement criteria regarding sponsor and party ID.

Photographs: If candidate photos are used in any ad, at least one of them must have been taken within the last 5 years and be no smaller than the largest candidate photo in the ad.

Office Sought: State law does not require ads to include the office or position a candidate is seeking.

*Advertising that qualifies as an "independent expenditure" or “electioneering communication” is subject to different sponsor ID requirements (unless the sponsor is a political party). See reverse side.

The Law Forbids:

- Sponsoring an ad, with actual malice, that contains a statement constituting libel or defamation per se* if the statement:
 - Directly or indirectly implies a candidate has the support or endorsement of any person or organization when the candidate does not (*unless the statement is made by the person or organization*),
 - Is a false statement of material fact about a candidate**, or
 - Falsely represents that a candidate is an incumbent.**

*See RCW 42.17.530 for definition of libel and defamation per se.

**Unless a candidate is making a statement about him or herself or the statement is made by the candidate's agent about the candidate.

- Using an assumed name when identifying the sponsor.
- Distributing campaign material deceptively similar in design or appearance to the voters and candidate’s pamphlets published by the Secretary of State.
- Using the state seal or its likeness to assist or defeat a candidate.

These definitions apply in political ads:

"**Incumbent**" means a person who holds an elected office.

"**Re-elect**" represents that a candidate holds the office being sought, was elected to it, and seeks another term in that same office in the same district or political subdivision – OR - the candidate is not the incumbent but was elected to the office in the past, provided the ad clearly states that the candidate is not the incumbent.

"**Retain**" represents that the candidate is the incumbent but does not imply that the candidate attained the office by election.

"**Return**" represents that candidate holds, or has previously held, the office being sought, but does not represent that the office was attained by election.

"Sponsor" means the candidate, committee or other person who pays for the advertisement. If a person acts as an agent for another or is reimbursed for payment, the original source of the payment is the sponsor.

To identify the sponsor, use the words "Paid for by" or "Sponsored by" followed by the name and address of the sponsor. *

What's Needed for Sponsor ID:

State, Local & Judicial Candidates—show the candidate's name and address or the candidate's committee name and address. [Federal candidates are subject to federal law.]

Political committees—show the committee's name and address. The treasurer's name is not required. ***Include names of Top 5 contributors if ad costs at least \$1,000 and supports or opposes a ballot measure (names of the 5 largest contributors who have given more than \$700 during the 12 months before the ad appears). Clearly say the sponsor's name in TV ads. The Top 5 contributor names, however, may be spoken or appear on the screen, provided they are visible for at least 4 seconds, appear in letters greater than 4% of the visual screen height, and have a reasonable color contrast with the background.****

Organizations or businesses—show the organization or business name and address. President or treasurer's name is not required.*

Multiple sponsors—show each sponsor's name and address. If one person pays for printing and another pays for mailing, list both as sponsors.*

Printed ads—show the sponsor's name, mailing address and, if applicable, the candidate's party affiliation in an area apart from the ad text. If the ad is more than one page, identify the sponsor (and party) on the first page. Identification on a mailing envelope is optional; it's the ad enclosed in the envelope that must be properly identified.*

Radio and TV ads—clearly say the sponsor's name. Address not required.*

* “Independent expenditures” and “electioneering communications” are subject to different sponsor ID requirements. See reverse side.

Items Exempt from Sponsor ID

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|---------------------------------------|--|
| ashtrays | newspaper ads (one column inch or smaller) |
| badges & badge holders | noisemakers |
| balloons | official state or local voter pamphlets |
| bingo chips | paper & plastic cups |
| brushes | paper & plastic plates |
| bumper stickers (4" x 15" or smaller) | paperweights |
| business cards | pencils |
| buttons | pendants |
| cigarette lighters | pens |
| clothes pins | pinwheels |
| clothing | plastic tableware |
| coasters | pocket protectors |
| combs | pot holders |
| cups | reader boards with moveable letters |
| earrings | ribbons |
| emery boards | rulers (12" or smaller) |
| envelopes | shoe horns |
| erasers | skywriting |
| Frisbees | staple removers |
| glasses | stickers (2-3/4" x 1" or smaller) |
| golf balls & tees | sun glasses |
| hand-held signs | sun visors |
| hats | swizzle sticks |
| horns | tickets to fund raisers |
| ice scrapers | water towers |
| inscriptions | whistles |
| key rings | yard signs (8' x 4' or smaller) |
| knives | yo-yo's |
| labels | all similar items |
| letter openers | |
| magnifying glasses | |
| matchbooks | |
| nail clippers & files | |